

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS  
OF SAN BERNARDINO COUNTY, CALIFORNIA  
AND RECORD OF ACTION**

63

November 23, 2004

**FROM:** Clifford Young, Supervisor  
Fifth District

**SUBJECT:** Economic Development Decision Model

**RECOMMENDATION:** Authorize the Auditor/Controller-Recorder to adjust fiscal year 2004/05 appropriations for the Economic Promotions budget (AAA-ECD) and authorize the use of one-time County Contingencies in the amount of \$280,000 to accommodate additional expenditures associated with completing the Board-approved Economic Development Decision Model. (Four votes required)

**BACKGROUND INFORMATION:** Approval of this Agenda Item will ensure completion of a Board-approved initiative to improve county decision- making capabilities, especially in the area of economic development by providing instant access Geo-spatial, economic, infrastructure, and demographic data through a single integrated and customizable Intranet program.

The County is currently in the process of completing an excess of 500,000 parcels into a base-map that will be compiled by ESRI and subcontractors to some 400 Assessor Map Books. The Economic Decision Model will integrate the County's base-mapping project into an advanced functionality and more effective intranet -mapping framework.

The information available through a single interface will include:

- Aerial maps that can move from a 30,000 foot view to within 100 feet – showing
- County spatial data including GIS and PIMS
- Census data, including gender, sex, age, education, housing, income
- Business data including marketing profiles that provide purchasing preferences, lifestyle profiles, traffic flow, household expenditures, housing values, etc.

The Economic Decision Model will include business, demographic, and market data made available through the ESRI Business Information Solutions. The data will facilitate access to infrastructure, business, demographic, economic, and human resources via ESRI GIS technology.

The Economic Decision Model will employ industry proven Java and ArcIMS technology that will allow the County to repeatedly build custom web based mapping applications for individual projects and scenarios.

---

Record of Action of the Board of Supervisors

63

County users will have access to a selection of map types that integrate the Geo-spatial data of the base map and relevant ESRI BIS data (including the said demographic, business, economic, and infrastructure data) for the corresponding community.

By integrating the Geo-spatial data of the base-mapping project and the ESRI Business Information Solutions data, the Economic Decision Model will increase the County's capacity to quickly and effectively evaluate sites, analyze existing markets, and scan new markets.

The Board of Supervisors approved start-up funding for this initiative as part of the FY 2005-05 Budget Process. It is anticipated that this additional allocation of one-time funding will complete the development effort and yield an effective tool upon which the County can rely for ongoing support.

**REVIEW AND APPROVAL BY OTHERS:** The proposed action has been reviewed by the County Administrative Office (Patricia M. Cole, Administrative Analyst III, 387-5346) on November 17, 2004.

**FINANCIAL IMPACT:** The additional cost of this action for the remainder of the fiscal year is \$280,000. This increased cost will be funded through use of one-time County Contingency funding. The following budget adjustments are necessary to provide the department with sufficient appropriation authority:

<u>Description</u>	<u>Accounting Codes</u>	<u>Amount</u>
Special Dept Exp	AAA-ECD-ECD-200-2135	\$280,000
Contingencies	AAA-CNR-CNR-600-6000	(\$280,000)

**SUPERVISORIAL DISTRICT(S):** All

**PRESENTER:** Supervisor Clifford Young, 387-4565